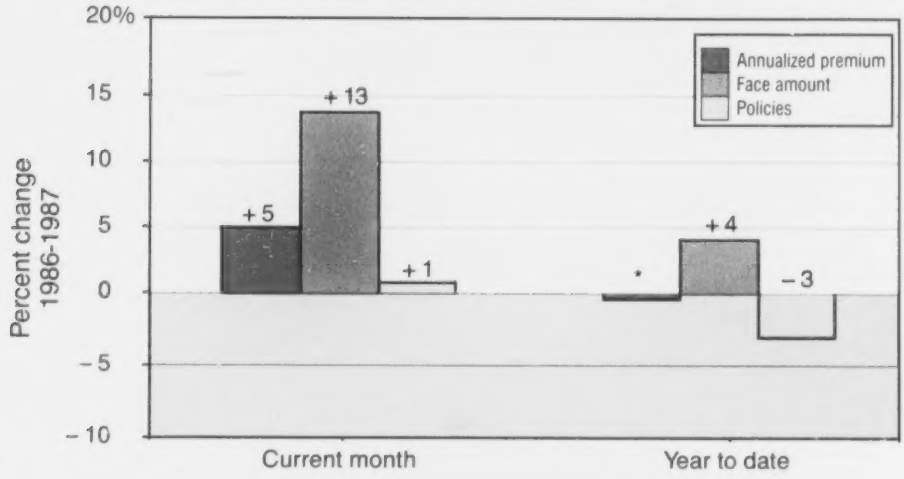
9/1/87 A6225-2

I/R Code 47.40
June 1987

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 35 Companies

Comparisons with Last Year

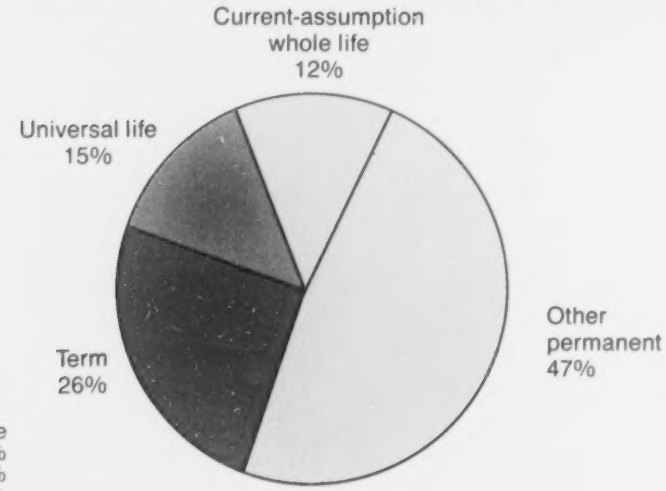


*Less than ½ of –1 percent

Individual Products

Annualized Premium Market Share by Product

18 Companies Representing 53 Percent of June Sales



	Year-to-date
Term	25%
UL	14%
CAL	13%
Perm	48%

LIMRA INTERNATIONAL

Profit from our research.

Individual Products (cont.)

Comparisons with Last Year

Ratio 1987/1986

		Annualized premiums	Face amount	Number of policies
Term (17 cos.)	Month	121%	118%	111%
	Year to date	113%	114%	106%
Universal life (17 cos.)	Month	119%	120%	129%
	Year to date	116%	111%	115%
Current-assumption whole life (7 cos.)	Month	115%	110%	133%
	Year to date	94%	90%	104%

Policy Characteristics by Product

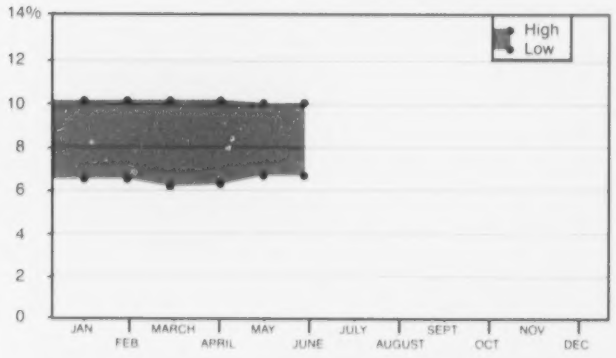
		Premium per $1,000	Average size policy	Premium per policy
Term (17 cos.)	Month	$3.42	$142,118	$487
	Year to date	$3.44	$138,861	$478
	Year-to-date ratio	98%	107%	106%
Universal life (17 cos.)	Month	$8.96	$ 79,049	$709
	Year to date	$9.24	$ 75,898	$701
	Year-to-date ratio	104%	96%	100%
Current-assumption whole life (7 cos.)	Month	$4.91	$ 57,320	$281
	Year to date	$4.96	$ 60,145	$298
	Year-to-date ratio	104%	86%	90%
Total sales (35 cos.)	Month	$6.86	$ 77,061	$528
	Year to date	$6.88	$ 75,490	$519
	Year-to-date ratio	96%	107%	103%

Universal Life

Interest Rates This Month

Median	8.8%
Number of cos. reporting rates	14
Number of plans reported	25
Number of new plans	0
Number of plans dropped	0
Number of plans showing . . .	
No change	16
Increases	7
Average increase	0.3%
Decreases	2
Average decrease	1.0%

1987 Interest Rate Range



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June 1987

SUPPLEMENT TO MONTHLY SURVEY OF

LIFE INSURANCE SALES IN CANADA

Notes on the June Survey

Beginning with this issue, there are two changes to the premium market share pie chart:

- To reflect changes in the product environment as they occur, the pie chart shows the current month, rather than year-to-date, product allocations. A companion table presents year-to-date results.
- The product pie chart has been revised to eliminate one company that could no longer provide the required product data. The 18 companies included in the revised product chart are designated in the contributors list on the last page.

To facilitate 1987/1986 comparisons, we have recomputed product allocations by month for the revised group. The restated 1986 product market shares differ from those published in the 1986 monthly reports because they are based on a larger, more representative group of companies. The 18 companies represent 54 percent of contributors' June 1987 year-to-date sales.

Monthly Product Allocations
(Based on 18 Product Market Share Contributors for 1987)

	Universal life		Current-assumption whole life		Term		Other permanent	
	1986	1987	1986	1987	1986	1987	1986	1987
January	13%	12%	13%	13%	22%	25%	52%	50%
February	10	14	14	12	21	25	55	49
March	10	16	14	14	23	23	53	47
April	12	15	14	13	22	25	52	47
May	13	14	14	14	23	24	50	48
June	13	15	11	12	21	26	55	47
July	12		12		23		53	
August	12		13		23		52	
September	12		15		24		49	
October	17		16		20		47	
November	16		11		21		52	
December	17		11		24		48	
Year total (18 companies)	13%		13%		22%		52%	

continued

Canadian Ordinary Sales

No revisions in the second quarter of 1987

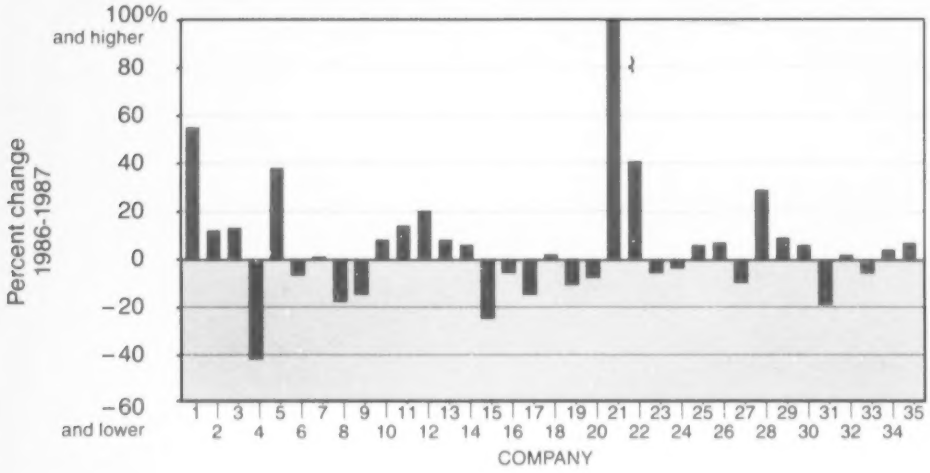
Canadian Group Sales

Revised through June 1987

	Annualized premium (000) (11 companies)			Face amount (000) (15 companies)		
	1986	1987	Ratio 1987/ 1986	1986	1987	Ratio 1987/ 1986
January	$ 2,209	$ 9,112	412%	$ 867,072	$ 2,319,498	268%
February	5,693	5,234	92	2,649,571	1,614,932	61
March	4,597	9,038	197	1,936,638	3,860,147	199
April	3,477	5,163	148	1,543,075	1,656,866	107
May	3,513	3,916	111	1,196,872	1,422,053	119
June	11,045	7,627	69	3,239,233	2,267,358	70
July	7,815			2,371,312		
August	5,341			1,811,112		
September	5,570			2,204,059		
October	4,261			1,306,757		
November	6,450			4,548,355		
December	11,447			3,438,365		
Year total	$71,418			$27,112,421		
Year to date	$30,534	$40,090	131%	$11,432,461	$13,140,854	115%

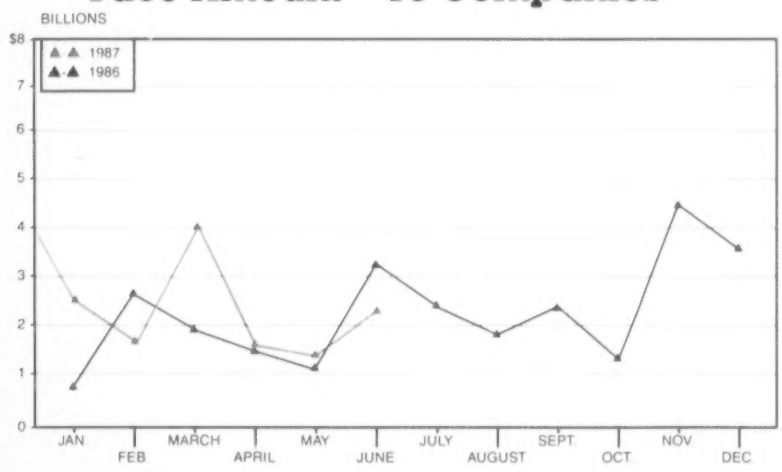
Growth Rates by Company

Annualized Premium Growth – Year to Date

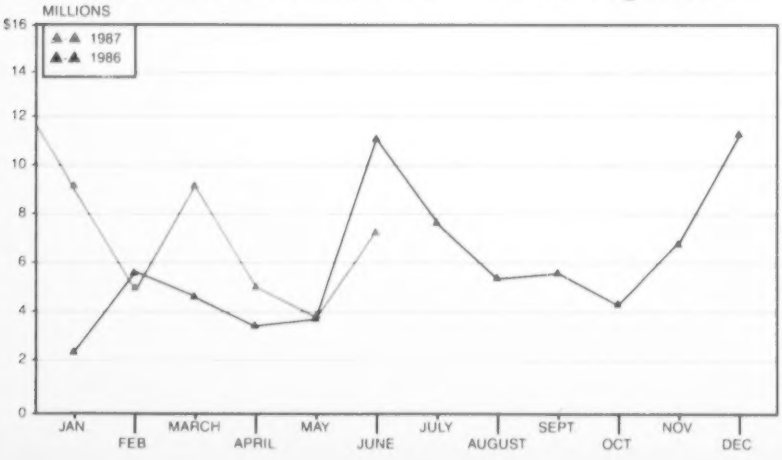


Group Sales

Face Amount – 15 Companies



Annualized Premium – 11 Companies



June Sales*

	Annualized premium (000)		Face amount (000)		Number of policies	
	1986	1987	1986	1987	1986	1987
Ordinary						
Month	$ 46,071	$ 48,225	$ 6,202,932	$ 7,033,428	90,029	91,271
Year to date	$243,046	$242,666	$33,881,921	$35,290,115	480,570	467,479
Group						
Month	$ 11,045	$ 7,627	$ 3,239,233	$ 2,267,358	–	–
Year to date	$ 30,534	$ 40,090	$11,432,461	$13,140,854	–	–

*Group data revised to incorporate company corrections

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 35 companies plus six subsidiary companies operating in Canada. The contributors represent 78 percent of the 1985 Canadian ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 15 companies operating in Canada. The contributors represent 58 percent of the 1985 Canadian volume of new or amended group contracts.

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Contributors

Ætna Canada
Allstate Life of Canada
Assumption Mutual Life
Assurance-Vie Desjardins
Canada Life*
COLONIA Life†
Commercial Union Life of Canada
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*†
Imperial Life of Canada*
Industrielle-Alliance Vie*† (includes North West Life of Canada)
Knights of Columbus†
La Laurentienne
Laurier Life† .
London Life*
Manufacturers Life†
Metropolitan Life* (includes Metropolitan Life of Canada)
Mutual Life of Canada*†
National Life of Canada*
New York Life*† (includes New York Life of Canada)
North American Life (Canada)
Prudential of England*† (includes Prudential Life of England)
Prudential of America*†
Royal Life (Canada)† (includes Royal Life of Canada)
Seaboard Life
La Solidarite
State Farm Life†
Sun Life of Canada*†
Transamerica Occidental Life† (includes Transamerica Life of Canada)
L'Union-Vie†
Zurich Life of Canada†

*Company contributes both ordinary and group data
Companies contributing group data only: Ætena-Vie and La Sauvegarde
†Company is included in product market share chart

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